

WE CLAIM:

1 A hot melt adhesive composition comprising:

a) about 5 weight percent to about 60 weight percent ethylene vinyl

5 acetate having a vinyl acetate content of about 30 weight percent to 50 weight percent and a melt index of about 700 to 4,000 dg/min;

b) about 5 weight percent to about 60 weight percent of a tackifier;

and

c) about 15 weight percent to about 55 weight percent wax with a melting point of about 125°F to 180°F.

10 2. An adhesive according to Claim 1 wherein the tackifier has a Ring and Ball softening point of less than about 130°C.

15 3. An adhesive according to Claim 2 wherein the tackifier is selected from the group consisting of terpene, terpene phenolic, modified terpene, and combinations thereof.

20 4. An adhesive according to Claim 1 wherein the ethylene vinyl acetate copolymer comprises about 35 weight percent to about 45 weight percent vinyl acetate.

5. An adhesive according to Claim 1 wherein the ethylene vinyl acetate copolymer comprises about 40 weight percent vinyl acetate.

25 6. An adhesive according to Claim 1 wherein the wax is paraffin wax or low melting point synthetic wax.

30 7. An adhesive according to Claim 1 additionally comprising up to about 5 weight percent of at least one additional tackifier selected from the group consisting of rosin, rosin derivatives, rosin ester, aliphatic hydrocarbons, aromatic hydrocarbons, aromatically modified aliphatic hydrocarbons and mixtures thereof.

8. An adhesive composition comprising:

a) about 35 weight percent ethylene vinyl acetate with about 40 weight percent vinyl acetate and having a melt index of at about 1,000;

b) about 30 weight percent of a tackifier selected from the group consisting of terpene, terpene phenolic, modified terpenes, and combinations thereof;

c) about 5 weight percent of at least one additional tackifier selected from the group consisting of hydrogenated glycerol, pentaerythritol, and combinations thereof;

d) about 30 weight percent wax with a melting point of about 150°F.

9. A carton, case or tray formed utilizing the adhesive composition of Claims 1, 7 or 8.